

2015 Public Health Accreditation Readiness Conference

Models and Methods of Community Engagement

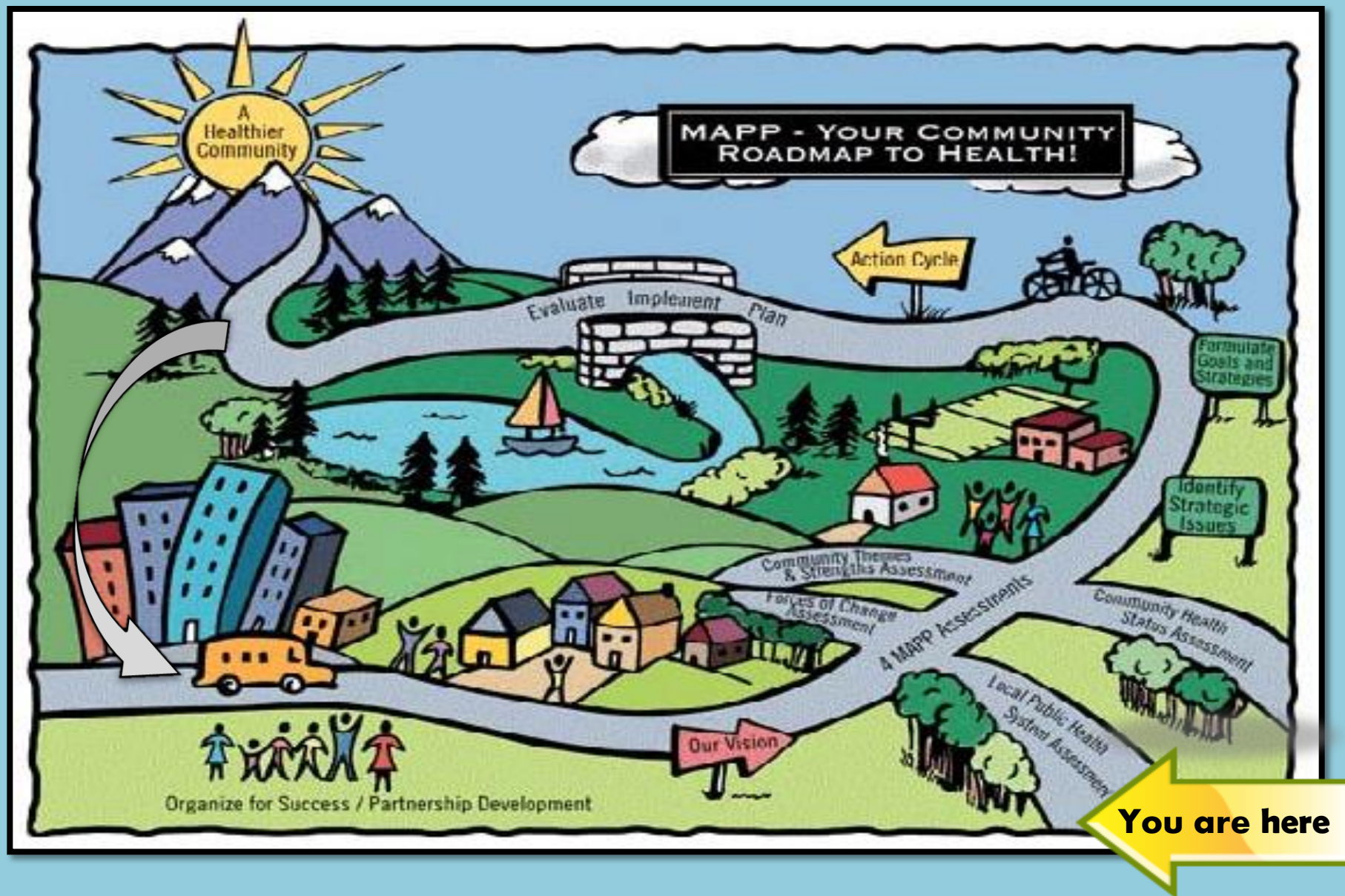
using

*Collaborations, Coalitions, Committees
And Collective Impact Partners*

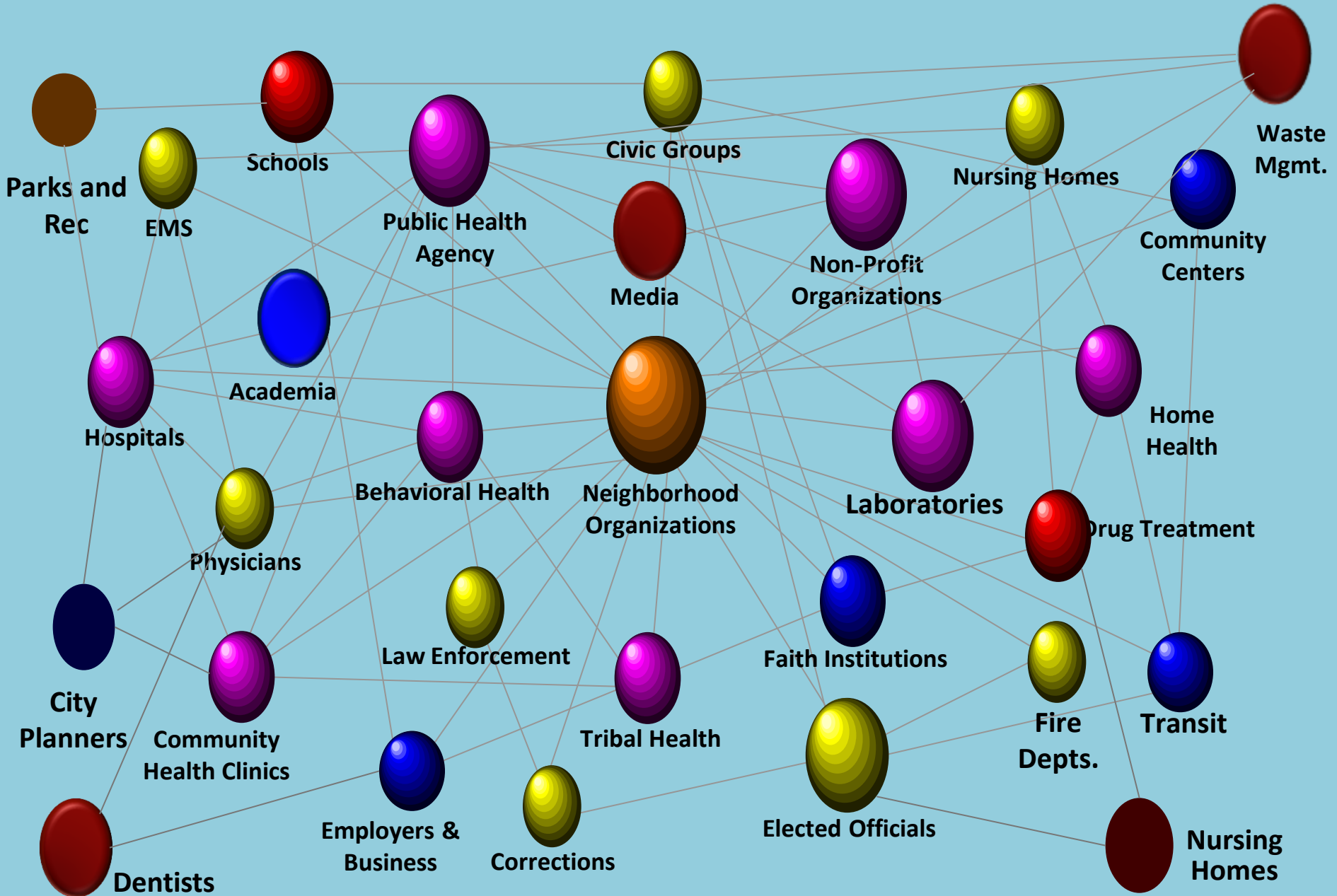
Patricia Zerounian, MPP, MAIII
Accreditation Coordinator
Monterey County Health Dept

Statewide Conference
August 26-27, 2015
Sacramento, CA

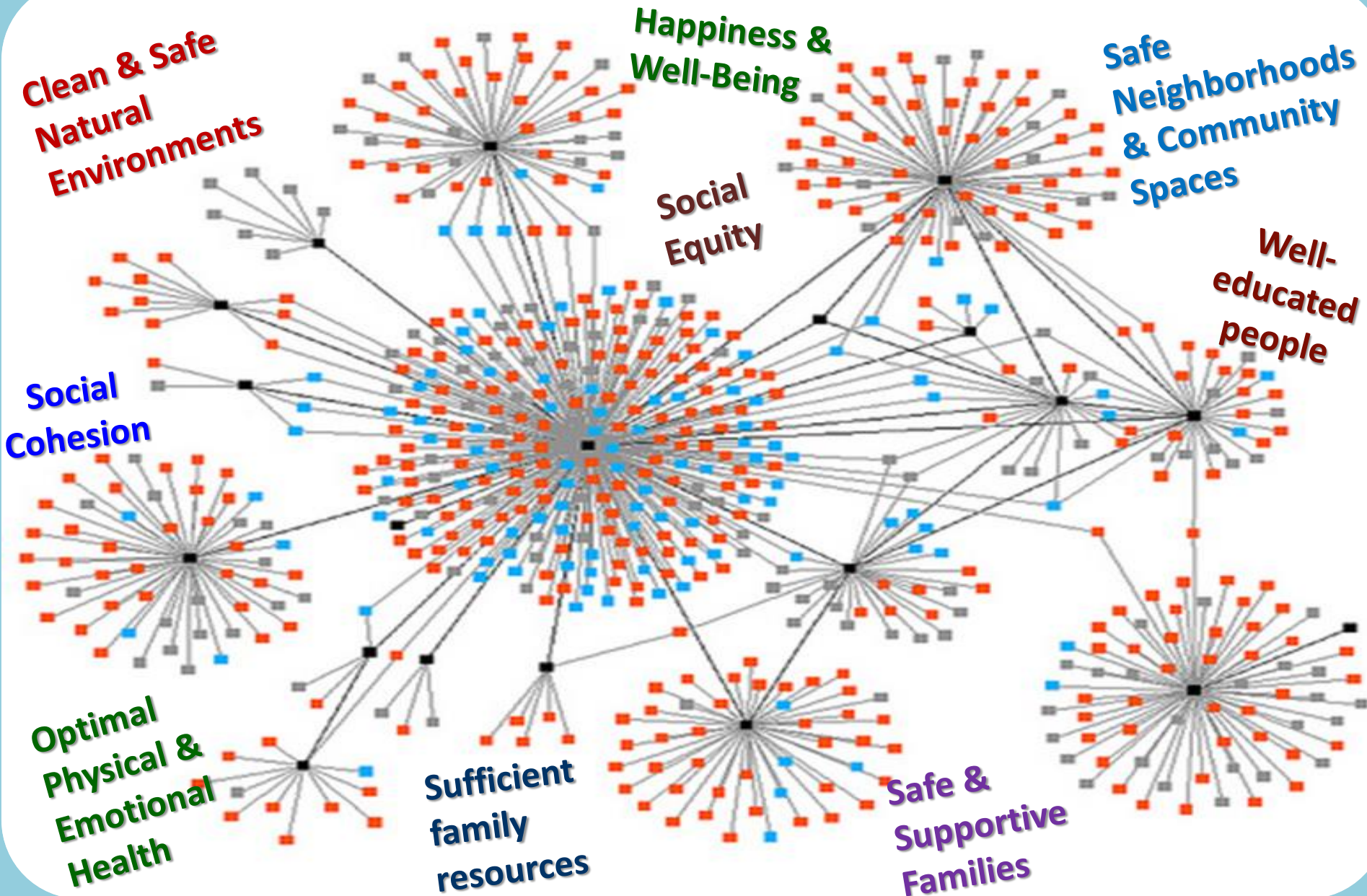
Assessing our Local Public Health System for Improvement in our Community's Health







Local Public Health System Partners



Local Public Health System Outcomes



One-Day Process

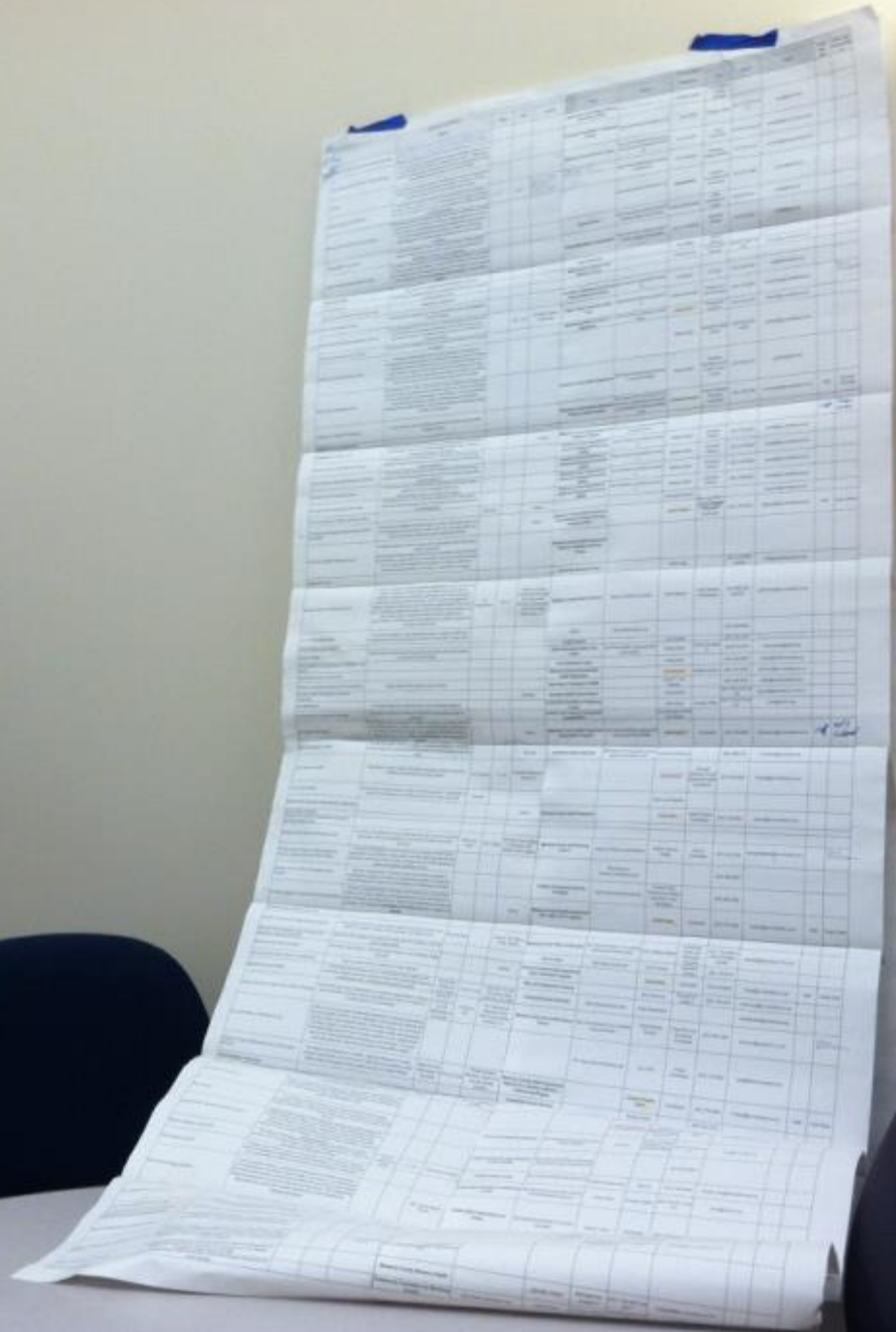
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Event Details

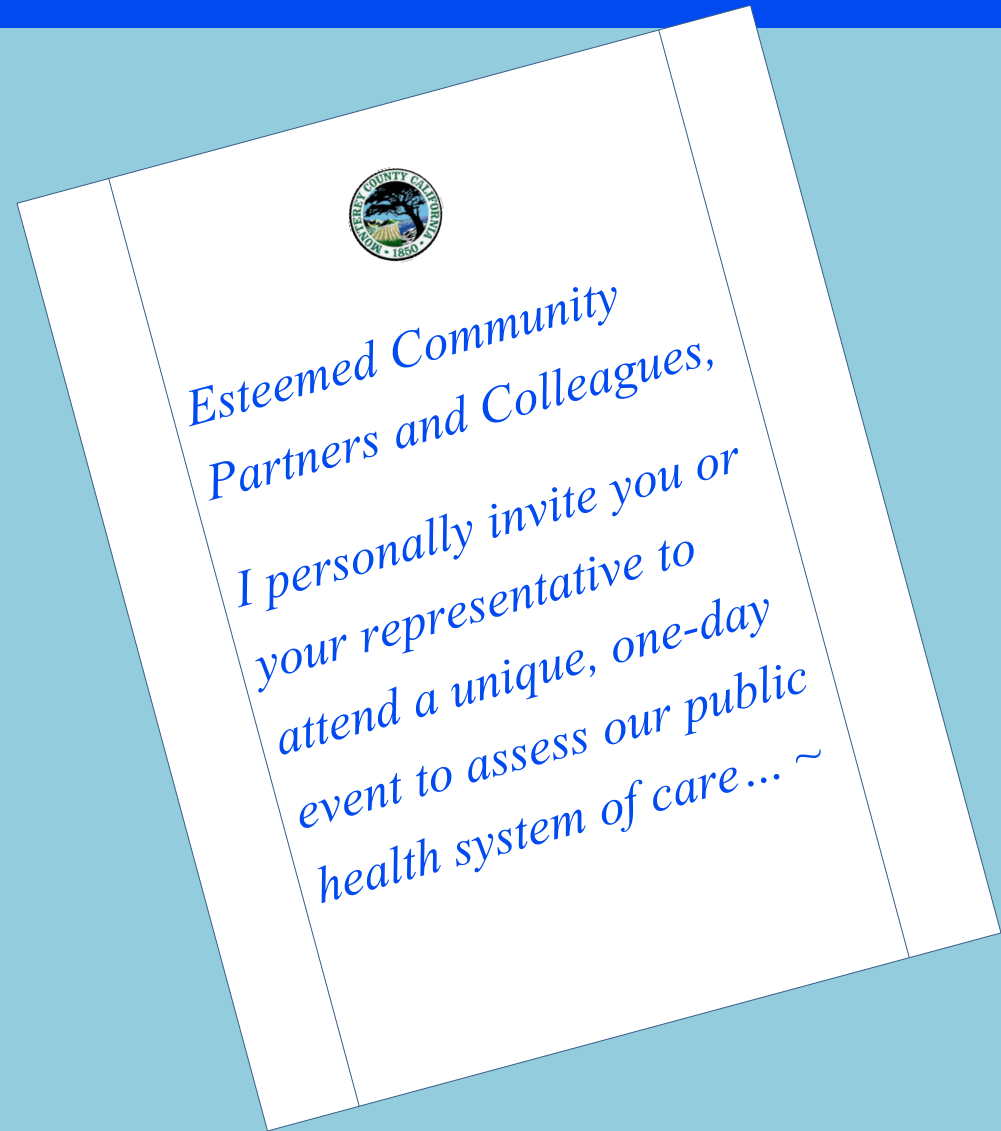
- March 28, 2013, 8:00 a.m.- 4:30 a.m.
- *Yes We will Feed You!*
- University Center Ballroom, CSU Monterey Bay
- Campus Catering
- Facilitated by Dr. Kim Judson
- *Yes It Will be Fun!*





Invitations

- **309** total invitations
- From Director of Health Department
- Invitee list compiled from multiple email lists
- Used jelly bean motif in all communications & event



Eventbrite

- Create & send invitations
- Reminder notices
- Manages Invitees & Attendees
 - Sort by invitation status (sent, clicked, opened, responded, bounced)
- Shows “who’s coming”
- Creates Name Badges
- Generates Event Reports



Registration Questions

- Registering participants answered six questions:
 - What is your experience with the term **Health Equity?**
 - What is your experience with the term **Local Public Health Assessment?**
 - What is your experience with the term **Health in All Policies?**
 - What is your experience with the term **10 Essential Services of Public Health?**
 - What is your experience with the term **National Public Health Accreditation?**
 - What is your experience with the term **Continuous Quality Improvement?**
- Given a choice of three responses:
 - Not familiar
 - Have heard of it and want to know more
 - Very familiar and could describe it to others



Additional Communications

Follow up Invitations sent through Eventbrite:

Date Sent	Recipients
March 4, 2013	sent to 192 who “clicked/opened but no response”
March 12, 2013	sent to 206 who hadn’t yet responded
March 19, 2013	sent to 96 who hadn’t opened their invitation
March 21, 2013	sent to 92 who still hadn’t responded

- **Telephone Calls: 40+ people**



Additional Communications

- Additional emails sent to **registered attendees**
 - **March 26, 2013**
 - Thank you for registering
 - Instruction on seating arrangement
 - Description of food
 - Information on cost of parking
 - Attached: map of location on campus, map of parking lot, document describing public health infrastructure, document describing 10 essential health services
 - **March 27, 2013**
 - Reminder of start time, parking fee, weather
 - Attached: two maps and agenda



Participant Make Up

Of 309 invitations:

- **144** responded

Of 129 registered participants:

Policy	9	7%
Health Services	54	42%
Advocacy	13	10%
Education	9	7%
Life/Safety	6	5%
Social Services	29	22%
City Government	9	7%



Table Logistics

Seating Arrangement


- 10 at each table
- Each table marked with a color and number
- Nametags had matching colored dot 
- Partners differentiated based on sector

Table Facilitator

- Instructed to:
 - Keep group focused & engaged
 - Watch time
 - Ensure everyone participates
 - Encourage different perspectives
 - Remain unbiased



PowerPoint

Slide Number	Content
1-56 30%	Welcome and Introductions <ul style="list-style-type: none">• Overview of health system• Description of local public health system partners, activities and outcomes• Information on accreditation• Overview of assessment process• Format for the day
57-183 68%	Assessment <ul style="list-style-type: none">• Description of each Essential Health Service• Gold Standards and Measures• Questions for voting
184-188 2%	Conclusion <ul style="list-style-type: none">• Questions for participants to consider• Wrap up



Packet Materials

Cheat Sheet



Cheat Sheet



Public Health Infrastructure



“The Road to Health Equity” Social Determinants of Health in Monterey County”



Ten Essential Public Health Services



Ballot Packet



Public Health Performance Standards



Agenda



Today's Agenda

8:00	Check in and Continental Breakfast
8:30	Welcome, Introductions, Purpose, Background, Instructions
10:00	Quick Break
10:15	Essential Services #1-4: Review, Discuss, Share, VOTE!
12:00	Deli Buffet Luncheon
12:45	Keynote Speaker: Jennifer Jimenez, MPH <i>Accreditation Specialist, National Public Health Accreditation Board</i>
1:00	Essential Services #5-8: Review, Discuss, Share, VOTE!
2:20	Dessert Break
2:40	Essential Services #9-10: Review, Discuss, Share, VOTE!
3:30	Perceptions of our Local Public Health System Performance
4:00	Next Steps Toward Developing our Local Public Health System

[illegible]

Accreditation: *a process to achieve and maintain nationally recognized standards for public health services*

CHIP Community Health Improvement Plan: *a plan of action ~ will be available to review in June*

LPHSA Local Public Health System Assessment: *an assessment of what our health system looks like today*

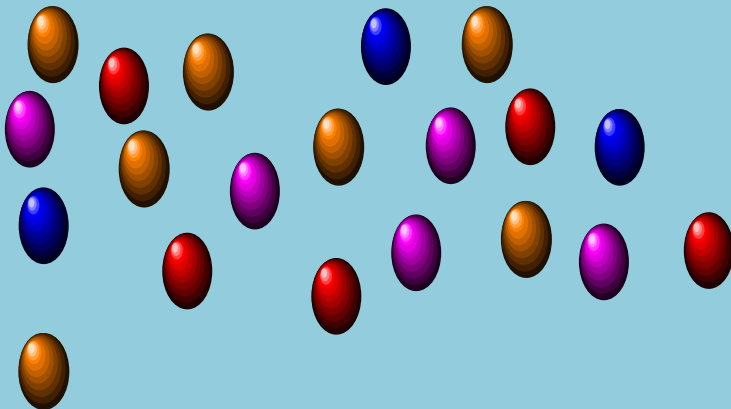
MCHD Monterey County Health Department: *one of the many partners in the local public health system*

NPHSP National Public Health Performance Standards Program: *sets standards for public health*

PHAB Public Health Accreditation Board: *the national agency that sets standards for public health performance*

Other “Bling”

- **C**olor**f**ul **W**all **P**osters
- Multi-colored **P**ost-its
- 10 Essential Services Bookmarks
- Free cheap pens
- Chocolate eggs!



Assessing and Developing our Public Health System in Monterey County

Please provide your:

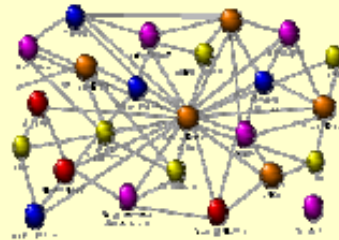
Name _____ Title _____

Organization _____

Email _____

In this packet are documents to record your:

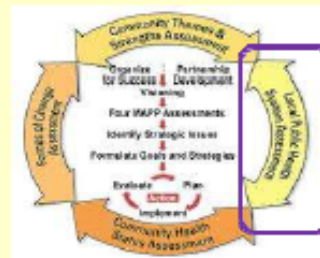
*Partnering agencies' and
organizations' contributions to
our local public health system*



*Perceptions of how our public health
system currently performs according
to the 10 Essential Services of Public
Health*



*Steps for further strengthening our
Local Public Health System*



Please check the system-
building projects that interest
you:

- ☐ Community Health Assessment Review
- ☐ Community Health Improvement Plan
- ☐ Forces of Change Assessment
- ☐ Health in All Policies efforts



Future Engagement

CHA 31

CHIP 55

FOC 27

HiAP 37



Post-Event

- Email sent to all invitees
 - Summarized event
 - Thanked attendees
 - Attached packet contents & PowerPoint
 - Outlined future opportunities for engagement



Participant Feedback

“I was happy to help and enjoyed the opportunity to have interesting and important discussions with a variety of colleagues. Thanks for including me!”

“It was a wonderful event. I enjoyed learning more about our local health system. “

“I really enjoyed the event!
I met quite a few people.”

“We are very interested in attending future meetings”

“The event, agenda and attendees were very impressive! I had the sense that most attendees felt honored by the acknowledgement that they or their agency was a vital part of the system.”

 “Congratulations all on an informative and successful meeting! “